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To: USPTO Application Assistance Unit      From: HersHKovitz & Associates, LLC

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Fax: 571-273-8300

Date: December 18, 2012

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Re: US Patent No. 6,233,564      Pages: 03 (Including this transmittal)  
Issued May 15, 2001  
(based on Application No. 08/835,105  
filed April 4, 1997)  
Inventor: Everett E. Schulze, Jr.  
Title: MERCHANDISING USING CONSUMER INFORMATION FROM SURVEYS  
Att'y Docket No. 400-P2621363

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**Dear Commissioner:****Please see the attached Power of Attorney and Rule 3.73(c) Statement by Patent Owner.****Please process the attached Power AS SOON AS POSSIBLE.****Respectfully submitted,****HERSHKOVITZ & ASSOCIATES, LLC**

400-P2621363; AH/pjj